**Dror Shalita**

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**BUSINESS DATA ANALYST, PROVIDING THE ANSWERS TO THE QUESTIONS THAT KEEP EXECUTIVES UP AT NIGHT**

Offers a unique combination of data analysis, business metrics, and programming, leveraged in both startup and enterprise environments, technology, bio-tech and retail industries, in e-commerce, B2B and B2C settings. Helps organizations turn hard data into action to support sales growth, accelerate profit or otherwise enhance decision-making. Empowers companies to get more efficient and profitable across the board.

Drives data analysis, test design, mapping and modeling to accurately collect, secure and present actionable information to keep business in business. Expert in business intelligence and CRM tools, e-Commerce analysis, advanced analytics, machine learning, web crawlers, and automated research. Wrote a machine learning application. A global resource, fluent in English, Hebrew and French; conversational Dutch and Spanish.

**AREAS OF SPECIALTY**

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| --- | --- | --- |
| * Predictive Analytics | * Machine Learning | * Retail sales |
| * Advanced Excel | * Advanced PowerPoint | * Advanced MS Access |
| * Market Research | * Data Quality & Integrity | * Trend Analysis |
| * Reports & Dashboards | * Project Management | * Process Optimization |
| * Operations | * Macros for MS Office | * Marketing Automation |
| * Automated Research | * Data & Text Mining | * SQL |
| * Visual Studio | * Python | * e-Commerce |

**PROFESSIONAL EXPERIENCE**

**Shalita Consulting**, Boston, MA 2010 to present

Providing actionable analysis for decision making:

* Predictive analytics
* CRM data mining, customer, prospect and market intelligence
* Web traffic
* Campaign management
* Writing macros for automating, and adding functions to Excel and Access
* Service and support operations
* Financial analysis for organizations

Delivering answers and actions to the questions that keep executives up at night:

* Recommending adjustments
* Evaluating potential for growth with same head count
* Marketing campaigns
* Building/validating data models
* Data intelligence with Tableau with Excel delivery
* Ranking contacts based on probability of buying

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* Loyalty programs
* Automating research
* Crawling the web to obtain data
* Simplifying the latest data mining/modeling technology to generate, easy to understand, business perspective reports and dashboards.

**Principal; Data Analyst & Operations Consultant**

Partner with client company leadership to ensure the quality and accuracy of campaigns, sales, performance, and execution data using prominent CRM tools, MS Access, SQL and Excel and Tableau. Perform data analysis; prepare executive-level summaries and board presentations. Liaise between Sales and Operations to provide visibility into the sales funnel thereby optimizing both revenue and delivery. Develop and maintain productivity and performance-to-plan reporting. Supply Marketing with data and analysis to drive successful execution of top-of-funnel activities. Data Presentation using advanced tools

* Deep dive into email marketing campaign results and website metrics, identifying campaign flaws and service delivery, taking corrective action to increase end user (retail) e-commerce on-line order conversion by 55% and earn meetings with 35 of the top 50 largest travel agencies in the country for a Miami-based visa and passport processing company, with total of 250 scheduled B2B sales calls in 6 months
* Generated 12% campaign response rate, up from <1% after using current customers as a learning set to profile current customers and applying the model to filter out low probability contacts.
* Setup predictive analytics work frame for coupon redemption for one of the largest retail loyalty program in the world
* Applied advanced text mining operators to better identifying the real targets/decision-makers and by crafting messaging to appeal to the new target groups increasing campaign e-commerce lead generation by 3x and close ratio from 1:9 to 1:3 for a RI-based technology company
* Used advanced data mining and metrics analysis on CRM entries, customer contact documentation and on-line support forums and web metrics to identify solution short comings, and support issues which contributed to lower customer satisfaction. Changes to product manuals, product features, product training, and bug resolution lowered demand on customer support by 23% for MA based software company

**Kaizen USA** 2009 to 2010

EMC product centric IT integration firm specializing in security management, compliance, infrastructure optimization, virtualization & business continuity; acquired by Sonda in 2010.

**US Sales Manager**

Used advanced analytics for increasing demand generation productivity to 3 times over EMC's top rep in the Northeast. Hired initially, as US sales manager based on a record of outperforming incumbent sales leaders, to generate demand and fill an empty sales pipeline for this EMC reseller. Formed strategic partnership with EMC’s regional channel partner sales manager. Supported sales strategy efforts in account prioritization and research, market research and pipeline reporting. Directed new hire and ongoing training processes. Maintained and modified sales territories.

* Set an example as successful individual contributor: Developed and applied market segmentation model to generate and hold 70 new sales engagements in the first two months
* Registered opportunities with VMware at twice the rate of the average VAR
* Closed the first 3 data storage sales within the first 6 months (normally a 12-18 months sales cycle)

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* Generated traction in non-responsive EMC accounts in exchange for using Kaizen as delivery partner

**NetClarity**, Bedford, MA 2006 to 2009

Provider of next-generation network access control (NAC) technology and products and HIPS solution

**World Wide Sales and Channels Manager**

Recruited by the CEO to devise and implement a channel sales model and strategy. Used advanced analytics to reverse engineer current customers and identify “sweet spots” in the global market. Supported partner efforts to close sales. Conducted global speaking engagements to generate credibility. Developed and maintained relationships with C-level executives and key worldwide accounts. Managed all prospecting campaigns. Researched, designed and developed automated enhancements to improve business systems and processes. Consequential campaigns exceeded expectations.

* Scheduled 65 new sales engagements in the first two months
* Closed 3 sales in the first month
* Drove revenues up $1.2M during the first 12 months, boosting investor confidence
* Outsold McAfee Foundstone and IBM ISS in some targeted territories
* Evangelized and enabled channel partners' global sales teams, thereby increasing inventory carrying partners from 16 to 41 countries in 18 months
* Scheduled, performed, documented and followed up on 65 product demos in the first two months
* Promoted twice in the first 6 months from inside to outside rep, and from outside rep to management

**AIM&M Inc**., Watertown MA 2005 to 2006

AIM&M (Advanced Integrated Marketing & Management) is a provider of marketing audience acquisition and customer research services.

**Project Manager**

Trusted with Sun Microsystems (now Oracle), AIM&M's largest client, on a 12 month project. Interacted with sales, marketing, and related departments to obtain, document, and maintain answers to sales-related questions and issues pertaining to pipeline, quotas, contracts and metrics.

* Drove client's largest channel partner sales up by $40M in 2006 by improving lead quality using advanced analytics
* Developed innovative prospecting model and set personal example by building sales pipeline of $15M (80% probability) in the first 6 months of the project
* Using analytics as base for action, increased lead accountability from 31% to 92%, reducing the need to generate additional leads, and allowing the client to make funds available for other necessary programs

**TECHNICAL SKILLS**

CRM: Salesforce, Act, vTiger, Zoho, SugarCRM

Business Intelligence and data Visualization: Tableau, Cognos, SAS

Data Mining: WEKA, RapidMiner, Orange, R, SPSS

Marketing Automation: HubSpot, Eloqua, Marketo

Applications: Wrote Garim CRM predictive add on. Written in Python with Windows UI, Garim is a CRM predictive analytics, machine learning based application which recommends engaging and avoiding prospects based on odds of buying

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Programming: Excel, Word, Power Point, MS Office automation using VBA, Visual Studio, VB, SQL, MySQL Workbench, Python, Linux, MySQL, JSD3

**EDUCATION**

**Northeastern University**, Boston, MA

MBA, Marketing and Finance

**Emerson College**, Boston, MA

Mass Communications (Advertising and PR)